



February 18, 1991

TO: RICK WESTENBERGER
RE: RONETCO SHOP-RITE, NEWTON

RJ Reynolds Tobacco Company		# of pages > 2
To: RICK WESTENBERGER	From: LEN WEBER	
On:	Phone #	
Ext.:	Fax #	

J.H. CASEY
Division Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
201-225-3050
Fax 201-417-9076

Dear Rick:

D.M. *[Signature]* 2/18/91

T&D *[Signature]* 1/1

S.R.M. *[Signature]* 1/1

S.A.M. *[Signature]* 12-2-91

As per our conversation on 2/14/91, I have ordered fixtures and electronic security to be installed at the Ronetco Shop-Rite in Newton, NJ. A 17' in-line flex with an enhanced canopy should be placed behind the checkout (similar to the Foodarama Shop-Rite set-up). The canopy was ordered.

When the fixtures were ordered, several items were back-ordered. I have these pieces from our warehouse and will bring them with me. I will also bring a part-timer to assist you with the installation.

Since these fixtures ordered were not a standard diagram, but two smaller ones, please bring additional connectors and grommets. Attached, is a plan-o-gram for this store.

As a reminder, the installation of this fixture needs to be done as soon as possible.

Rick, thanks again for your assistance in this matter.

Sincerely,

[Signature]

R.L. Weber

RLW/lt

Attachment

M-2

51847 6393

"We work for smokers."

025,085
6711

1
Week

CARTON MERCHANDISER PLAN-O-GRAM

51847 6394

Savings Plan 113.50
551 4 301.00
IFP-23

705

529

662

Newtans
Mansfield
Succinone

RONETCO SHOP-RITE

17' IN LINE

1,854 CARTONS

AUTHORIZED BY: _____

DATE: _____

PM
PM
PM
PM
PM
PM
PM

3'

PM
PM
PM
PM
PM
ATC
ATC

3'

PM	RJR
PM	RJR
PM	RJR
PM	RJR
ATC	B&W
ATC	B&W
L&M	BROWS L&M
	BROWS LOR

5'

RJR
RJR
RJR
RJR
LOR
LOR
B&W
LOR

3'

RJR
RJR
RJR
LOR
LOR
B&W
LOR

3'

COMPANY	ROWS	% ROWS	SOM	MONTHLY PAYMENTS	ANNUAL PAYMENTS
R. J. Reynolds	95	26.1	25.9	\$ 301.00	
American	34	9.3	9.6	\$ 102.00	
Brown & Williamson	34	9.3	8.0	\$ 110.50	
Philip Morris	140(150)	38.5	39.8	\$ 402.00	
Lorillard	48	13.2	13.3	\$ 138.00	
Liggett & Myers	13	3.6	3.4	\$ 44.00	
				\$	
TOTALS	364	100%	100%	\$ 1,097.50	\$ 13,170.00

MESSAGE CONFIRMATION

DATE:02/18/91 TIME:11:03

ID:R. J. REYNOLDS E

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/18	11:02	00'49"	301 575 5074	G3-S	002	OK

51847 6395